



WXYZ

# ORDER

Print Date 11/13/12 Page 1 of 3

Flight Dates **10/30/12-11/06/12**

Contract / Revision      **315399 /**  
Original Date / Revision  
                          10/19/12    11/07/12  
Advertiser **Protect Working Families**

Agency    **Hamburger Company**  
Buying Contact  
  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Product  
**Protect Working Families**  
  
Agency Com    15%  
Billing Contact  
  
**5505 Connecticut Avenue NW - #21**  
**Washington, DC 20015**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
  
Estimate #            **1796**  
Alt Order #  
  
Billing Type          Cash  
Order Type          GENERAL  
Billing Cycle        EOM/EOC  
Billing Calendar   BROADCAST  
  
Demographic       A25-54  
  
Rev Codes            POL            POL            ISS  
Product Codes    PL  
Priority                FX  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value
Competing Station	% of Order      Amount
CABLE	%
UNKWN	100%
WADL	%
WDIV	%
WDWB	%
WJBK	%
WKBD	%
WLPC	%
WPXD	%
WTVS	%
WWJ	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	61	\$101,532.50	\$119,450.00	0.00	10/29/12	11/06/12	61	\$101,532.50	\$119,450.00
<b>Totals</b>	<b>61</b>	<b>\$101,532.50</b>	<b>\$119,450.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/06/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$300.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$300.00		0.00			
N 2	WXYZ	10/30/12	11/06/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$900.00	FX	0.00	NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$900.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$900.00		0.00			
N 3	WXYZ	10/30/12	11/06/12	GMA M-F 7-9am	CM	7-9am M-F	22222--	:30	10	\$2,000.00	FX	0.00	NM	12	\$24,000.00



WXYZ

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Contract / Revision 315399 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/19/12/ 11/07/12

Order Sep 00:20:00

Advertiser Protect Working Families Product Protect Working Families Estimate # 1796

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 2222--					8	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$2,000.00		0.00			
N 4	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				GMA SAT 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$1,200.00		0.00			
N 5	WXYZ	11/04/12	11/04/12	GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				GMA SUN 7-8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
N 6	WXYZ	11/04/12	11/04/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
N 7	WXYZ	10/30/12	11/05/12	M-F 9a-10a	CM	9-10am M-F	11-1---	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
				M-F 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,500.00		0.00			
N 8	WXYZ	10/30/12	11/02/12	12-1pm	CM	12-1pm	-1-11--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
				M-F 12-1pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-11--					3	\$1,800.00		0.00			
N 9	WXYZ	10/30/12	11/05/12	M-F 4-5pm	CM	4-5pm M-F	11111--	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
				Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--					4	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,800.00		0.00			
N 10	WXYZ	10/30/12	11/05/12	5p News	CM	5-6pm M-F	11111--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--					4	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
N 11	WXYZ	10/30/12	11/05/12	7p News	CM	7-730pm M-F	11111--	:30	5	\$3,000.00	FX	0.00	NM	4	\$12,000.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--					4	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WXYZ	11/05/12-11/11/12	7p News		7-730pm M-F	M-----	:30		<del>(\$3,000.00)</del>		0.00	NM		
				Credited											
N 12	WXYZ	10/30/12	11/05/12	M-F 1205a-105a	CM	1205am-105am M-11111--		:30	5	\$750.00	FX	0.00	NM	5	\$3,750.00
				Jimmy Kimmel Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--					4	\$750.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$750.00		0.00			
N 13	WXYZ	10/30/12	11/05/12	M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
				M-F 106a-206a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--					4	\$400.00		0.00			



WXYZ

Print Date: 11/13/12

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Contract / Revision    **315399**    Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/19/12/    11/07/12

Order Sep    00:20:00

Advertiser    **Protect Working Families**    Product **Protect Working Families**    Estimate #    **1796**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N13	WXYZ	10/30/12	11/05/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00			
N14	WXYZ	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11pm Monday	M-----	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$15,000.00		0.00			
N15	WXYZ	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesday	--W----	:30	1	\$10,000.00	FX	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$10,000.00		0.00			
N16	WXYZ	11/02/12	11/02/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$4,000.00		0.00			
N17	WXYZ	11/03/12	11/03/12	ABC Saturday Night Foot ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$4,000.00		0.00			
Totals														61	\$119,450.00